



Messages for Partner Promotions: Third Quarter 2011

For NDEP's third quarter outreach and promotion (during the months of July, August, and September), the theme is "Diabetes control and lowering the risk in youth: It takes a village."

NDEP encourages partners and community organizations to help promote NDEP messages, resources and materials that support outreach regarding diabetes to youth and young adults with and at risk for diabetes, as well as their families.

Below are statistics and talking points that partners can incorporate in promotional activities throughout the year (e.g., newsletters, websites, interviews, etc.).

- **About 215,000 (or 0.26 percent) of young people under age 20 have diabetes in the United States.***

**Data from the 2011 National Diabetes Fact Sheet*

- **If present trends continue, one in three children born today will develop diabetes in their lifetime.**
- **Type 2 diabetes, although still rare in young people, is being diagnosed more frequently in children and adolescents.**
 - Between 2002 and 2005, approximately 15,600 U.S. youth younger than 20 years of age were diagnosed annually with type 1 diabetes, while 3,600 were newly diagnosed with type 2 diabetes.*
 - The increased incidence of type 2 diabetes in youth is a "first consequence" of the obesity epidemic among young people, and is a significant and growing public health problem.
 - American Indian, Alaska Native, African American, Hispanic/Latino, Asian American, or Pacific Islander youth are more at risk.
 - Being overweight; not getting enough physical activity; and having a mother, father, brother, or sister who has type 2 diabetes increase the risk for type 2 diabetes in youth.

**The SEARCH for Diabetes in Youth Study Group. The many faces of diabetes in American youth: type 1 and type 2 diabetes in five race and ethnic populations. Diabetes Care 2009;32 (Suppl. 2):S99–S147.*

- **Children and teens at risk for diabetes can lower their risk by making healthy food choices and being more physically active. They should:**
 - Aim to get at least 60 minutes of physical activity each day by setting small goals and adding more activity each week until they reach their goals.
 - Make exercise a family affair by choosing physical activity that the whole family will enjoy, such as flag football, volleyball, or tag.
 - Prepare a diabetes-friendly meal that the whole family can enjoy. Use NDEP's [*Mas que comida*](#) recipe booklet.
 - Limit children's screen time to two hours per day by turning off the TV or computer and encouraging them to moving more.

- Avoid second helpings. If they are still hungry after a meal, fill up on vegetables or a piece of fruit.
- Choose whole-grain cereals, breads, crackers, rice, pasta, oatmeal, or brown rice every day.
- Order smaller, kid-sized meals and drink water or nonfat or low-fat milk. Share a larger meal with a friend.

For more information on how to help youth and families stay at a healthy weight, visit the Weight-control Information Network (WIN) at www.win.niddk.nih.gov/publications/index.htm.

- **When children and adolescents who have diabetes take care of it, they can lower their risk for serious complications.**
 - Parents of children with diabetes should work with their child's health care team to manage the disease and ensure their child's health and well-being.
 - NDEP's *Tips for Teens* series—available in English and Spanish—provides useful information about diabetes and encourages teens to take action to manage their disease. The series is available by calling 1-888-693-NDEP (1-888-693-6337) or visiting www.YourDiabetesInfo.org/Teens.
- **Research has shown that when people are successful at making lifestyle changes, health outcomes improve. Teens and young adults can live well by setting goals and achieving them.**
 - For more information on how to help youth and families make lifestyle changes to live well, visit NDEP's Diabetes HealthSense, an online library of resources that includes links to tools and programs to help people set goals and find ways to deal with the stress and emotions that can prevent them from achieving their goals — whether they have diabetes or are at risk for the disease. Visit www.YourDiabetesInfo.org/HealthSense and select “I am a teacher” or “school health professional.”
 - The National Diabetes Education Program offers a series of three- to five-minute videos focused on helping people make lifestyle changes and cope with the demands of diabetes. The video series is part of NDEP's online library of resources called Diabetes HealthSense.
- **When it comes to ensuring the safety of a child at school, it's important for parents to work with school personnel to make sure that the school understands and can implement their child's diabetes care plan.**
 - Effective diabetes management is critical in school settings. Diabetes must be managed 24 hours a day, 7 days a week.
 - Working together with the student and parent, school personnel form the school health team that implements the provisions of the student's written diabetes care plan and provides the necessary assistance in the school environment.
 - School personnel, parents, and students with diabetes can learn more by ordering a free copy of NDEP's updated *Helping the Student with Diabetes Succeed: A Guide for School Personnel* by calling 1-888-693-NDEP (1-888-693-6337) or visiting www.YourDiabetesInfo.org/SchoolGuide.

- **Teens and young adults with diabetes and their families face unique challenges when transitioning from pediatric to adult health care.**
 - Teens and young adults can be unfamiliar with and/or less confident in the new adult health care team.
 - There can be an inadequate transfer of medical record information from the pediatrician to the adult health care professional.
 - Families often have a hard time “letting go,” but the process can be easier by planning ahead for the transition.
 - Parents, teens, and health care professionals can find more information at www.YourDiabetesInfo.org/Transitions, which contains a checklist, clinical summary, and a resource list.

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